

## S a m p l e



### CLIENT:

VILLAGE ROADSHOW THEME PARKS  
Sea World, Movie World, Wet'nWild  
Australian Outback Spectacular &  
Paradise Country

### PROJECT:

Press Release  
Paradise Country Relocation & Launch

## New Paradise Country Aussie Farm opens. Supporting the longevity of International Tourism on the Gold Coast.

Warner Village Theme Parks (WVTP) has announced that the Gold Coast's newest tourist attraction for international visitors, **PARADISE COUNTRY AUSSIE FARM**, is now open for business at its new and improved location in the peaceful bushland area at Oxenford.

Paradise Country was acquired by the WVTP Group in 2003, in an effort to attract more international visitors to the Gold Coast with a superior Australiana farm themed product.

The Group recognises that showcasing what is typically Australian to the international tourist is pivotal in establishing the Gold Coast as a must-see holiday destination for overseas visitors.

Research conducted by Tourism Australia, Tourism Queensland and Gold Coast Tourism validates WVTP's proactive approach to attracting international business, indicating that international visitors are in search of a typical Australian experience.

Chief Executive Officer of Warner Village Theme Parks, Mr. John Menzies, is delighted to be opening the revamped attraction.

"Our experience has shown us that a visit to a truly Australian country farm creates an important cultural connection to Australia for our overseas guests. Through our other successful parks we are already committed to providing a broad range of high quality entertainment, and Paradise Country will provide yet another fabulous product for our marketing team to attract even more visitors to the Gold Coast," Mr Menzies said.

The new 12-hectare Paradise Country site offers the same half-day farm tours including exciting horsemanship displays by stockmen, koala cuddling, kangaroo feeding, whip cracking, boomerang throwing and sheep shearing demonstrations, damper and billy tea by the campfire, as well as the famous barbecue lunch with live Aussie entertainment and bush dancing.

The relocation of Paradise Country and implementation of strategies to maximise the appeal of the Aussie homestead and farm experience typifies the WVTP group's ongoing efforts to enhance the Gold Coast's international tourism appeal.

**BOOKINGS ARE ESSENTIAL.** Contact WVTP's Central Reservations on +61 7 5588 2412.

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**Media contact – International (outside of Australia/New Zealand)**

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